TvBasics

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Basics 24

THE TELEVISION BUREAU OF ADVERTISING'S REPORT ON THE SCOPE AND DIMENSIONS OF TELEVISION TODAY

TV HOMES CLIMB TO 77.8 MILLION

Number of TV Homes ..... 77.8 Million
Number of Color TV Homes ..... 66.3 Million (85% of TV Homes)
Number of Multi-Set Homes .... 39.8 Million (51% of TV Homes)
Time spent with TV per home per day 6 Hrs. 36 Mins.
Total time spent with TV per day ... 504 Million Hours

Source A.C. Nielsen: TV Homes, Jan 1981; time spent, 1980 annual average

TV SET OWNERSHIP AT 98%... AND VIEWING IS HEAVY

	Avg. Viewing Time per TV Home per day		Avg. Viewing Time per TV Home per day
TOTAL U.S.	7:02	**LADY OF HOUSE**	
TERRITORY		18-34 Yrs.	7:19
Northeast	7:13	35-54 Yrs.	8:01
East Central	7:01	55 Yrs. & Over	6:36
West Central	6:50	**HOUSEHOLD INCOME**	
South	7:14	Under $10,000	6:15
Pacific	6:39	$10,000-$14,999	7:13
COUNTY SIZE		$15,000-$19,999	7:31
A	6:56	$20,000 and Over	7:20
B	6:58	$30,000 and Over	6:54
C & D	7:12	**EDUCATION OF HEAD OF HOUSE**	
HOUSEHOLD SIZE		Under 4 Yrs H.S.	7:28
1	4:37	4 Yrs. H.S.	7:22
2	6:20	1+ Yrs. College	6:21
3+	8:38	4+ Yrs. College	6:08
4+	9:08		

Source: A.C. Nielsen, Nov. '80

GROWTH OF COMMERCIAL TELEVISION STATIONS

TV Stations	1955	1960	1965	1970	1975	1980	1981
Total	411	515	569	677	706	734	757
VHF	297	440	481	501	514	516	519
UHF	114	75	88	176	192	218	238

Source: Television Digest, Jan of each year

TV VIEWING NOW 6 HOURS 36 MINUTES PER DAY

	Daily TV Viewing Per TV Home
1950	4 hours 35 minutes
1955	4 hours 51 minutes
1960	5 hours 6 minutes
1965	5 hours 29 minutes
1970	5 hours 56 minutes
1975	6 hours 7 minutes
1980	6 hours 36 minutes

Source: A.C. Nielsen, annual averages

SUMMER VIEWING INCREASES... AND VIEWING LEVELS ARE HIGH

	Daily TV Viewing per TV Home	% Homes Using TV During Avg. Minute—1980		
			Summer June-Aug.	9 "other" months
1955	3 hrs. 58 mins.			
1960	4 hrs. 10 mins.	Daytime M-F		
1965	4 hrs. 36 mins.	10 am-4:30 pm	26%	27%
1970	5 hrs. 5 mins.			
1975	5 hrs. 20 mins.	Late Night M-S		
1980	5 hrs. 54 mins.	11 pm-1 am	32%	33%

Source: A.C. Nielsen

TV ATTRACTS THOUSANDS OF ADVERTISERS AND BRANDS

	Network TV	Spot TV
Advertisers	**558**	**2,598**
Brands	**2,522**	**10,612**

Source: BAR, 1980

TELEVISION REACHES PEOPLE

In an Average Day	In an Average Week		Daily Hours of Viewing
88%	**95%**	**of all TV households**	**7:02**
73%	**89%**	**of all men**	**4:06**
78%	**91%**	**of all women**	**4:47**
68%	**90%**	**of all teens 12-17**	**3:17**
83%	**95%**	**of all children 2-11**	**3:52**

Source: A.C. Nielsen, Reach—Feb. '77, Viewing—Nov. '80

DISTRIBUTION OF TOTAL TIME SPENT DAILY WITH MEDIA BY ADULTS

	All Adults	In $20,000 + Income Homes	Better Educated
Television	**53%**	**49%**	**45%**
Radio	**32%**	**34%**	**36%**
Newspapers	**9%**	**11%**	**11%**
Magazines	**6%**	**6%**	**8%**

Source: TvB/R.H. Bruskin, Jan 1980

ADVERTISING AGENCIES THE TOP 10 TV USERS IN 1980

	Millions of Dollars			TV's Share of Total
	TV Network	TV Spot	Total TV	Billings
1. Young & Rubicam	**$491.0**	**$208.0**	**$699.0**	**56%**
2. J. Walter Thompson	**440.2**	**211.9**	**652.1**	**71%**
3. Dancer Fitzgerald Sample	**215.6**	**168.3**	**383.9**	**76%**
4. BBDO	**253.4**	**119.5**	**372.9**	**55%**
5. Leo Burnett	**294.0**	**78.0**	**372.0**	**51%**
6. Ogilvy & Mather	**176.1**	**113.4**	**289.5**	**52%**
7. Grey	**199.2**	**85.2**	**284.4**	**55%**
8. Doyle Dane Bernbach	**163.0**	**94.0**	**257.0**	**54%**
9. D'Arcy-MacManus & Masius	**142.5**	**110.2**	**252.7**	**57%**
10. McCann-Erickson	**171.5**	**80.5**	**252.0**	**53%**

Source: Broadcasting Magazine

LEADING LOCAL TV CATEGORIES

	Add (000)		%
	1979	1980	Change
1. Restaurants & Drive-Ins	**$263,290.4**	**$287,873.1**	**+ 9**
2. Food Stores & Supermarkets	**133,802.4**	**148,708.6**	**+11**
3. Banks, Savings & Loans	**139,760.5**	**140,948.2**	**+ 1**
4. Department Stores	**118,002.8**	**131,241.1**	**+11**
5. Furniture Stores	**103,519.8**	**111,420.0**	**+ 8**
6. Movies	**94,203.3**	**102,401.4**	**+ 9**
7. Auto Dealers*	**122,229.3**	**99,106.1**	**−19**
8. Discount Department Stores	**68,458.4**	**73,505.4**	**+ 7**
9. Radio Stations & Cable TV	**53,364.3**	**69,264.2**	**+30**
10. Amusements & Entertainment	**57,532.7**	**68,024.5**	**+18**

Source: BAR *Dealer Associations Not Included

CABLE TV OPERATING SYSTEMS AND SUBSCRIBERS

	1960	1965	1970	1975	1980	1981 (pre.)
Operating Systems	**640**	**1,325**	**2,490**	**3,366**	**4,048**	**4,300**
Subscribers (millions)	**0.7**	**1.3**	**4.5**	**9.8**	**15.5**	**17.0**
% of TV Homes	**1.4%**	**2.4%**	**7.6%**	**14.3%**	**20.5%**	**22.0%**

Source: Television Digest, Jan. 1 of each year

CABLE HOUSEHOLDS CONTINUE TO VIEW OVER-THE-AIR STATIONS...ONLY MORE SO.

Viewing:	Viewing By Type of TV Household (avg. hours per week) Non-Cable Homes	Basic Cable Homes	Pay Cable Homes
Over-the-Air	48.2	50.0	53.2
Cable Originated	—	1.7	2.5
Pay Cable	—	—	6.2

Source: A.C. Nielsen, Nov. 1980

TOTAL ADVERTISING VOLUME REACHES $54.8 BILLION: MAJOR MEDIA: $36.2 BILLION

	Millions of Dollars 1979	1980	% Change	% of Total
Total Advertising	$49,520	$54,750	+10.6	100.0
TELEVISION	10,154	11,330	+11.6	20.7
Newspapers	14,493	15,615	+ 7.7	28.5
Magazines	2,932	3,225	+10.0	5.9
Radio	3,277	3,690	+12.6	6.7
Outdoor	540	610	+13.0	1.1
Business Papers	1,575	1,695	+ 7.6	3.1
All Others	16,549	18,585	+12.3	34.0

Source: McCann-Erickson 1/81

NATIONAL ADVERTISING INVESTMENTS IN MAJOR MEDIA $17.0 BILLION

	Millions of Dollars 1979	1980	% Change	% of Total
TELEVISION	$ 7,472	$ 8,365	+12.0	49.3
Network	4,599	5,105	+11.0	30.1
Spot	2,873	3,260	+13.5	19.2
Newspapers	2,085	2,335	+12.0	13.8
Magazines	2,932	3,225	+10.0	19.0
Radio (Network & Spot)	820	935	+14.0	5.5
Outdoor	355	400	+12.7	2.4
Business Papers	1,575	1,695	+ 7.6	10.0
Total Major Media	$15,239	$16,955	+11.3	100.0

Source: McCann-Erickson 1/81

LOCAL ADVERTISING INVESTMENTS IN MAJOR MEDIA REACH $19.2 BILLION

	Millions of Dollars 1979	1980	% Change	% of Total
TELEVISION	$ 2,682	$ 2,965	+10.5	15.4
Newspapers	12,408	13,280	+ 7.0	69.1
Retail	7,801	8,600	+10.2	44.8
Classified	4,607	4,680	+ 1.6	24.3
Radio	2,457	2,755	+12.0	14.4
Outdoor	185	210	+12.5	1.1
Total Major Media	$17,732	$19,210	+ 8.3	100.0

Source: McCann-Erickson 1/81

COLOR TV PENETRATION TOPS 85%... 66.3 MILLION TV HOMES HAVE COLOR

	Color Households	Penetration of TV Households
1960	340,000	0.7%
1965	2,810,000	4.9
1970	23,400,000	39.2
1975	48,500,000	70.8
1980	63,350,000	83.0
1981	66,250,000	85.2

Source: NBC, 1960-75; A.C. Nielsen, 1980-81

TELEVISION SET SALES TOP 17.5 MILLION IN 1980

	Total	Color	Monochrome
1975	10,637,000	6,219,000	4,418,000
1976	14,131,000	8,194,000	5,937,000
1977	15,431,000	9,341,000	6,090,000
1978	17,406,000	10,674,000	6,732,000
1979	16,619,000	10,043,000	6,576,000
1980	17,508,000	10,779,000	6,729,000

Source: EIA, Domestic & Imports

TV VOTED MOST AUTHORITATIVE

Which medium/advertising is the most authoritative:	% of Adults 18 Yrs. +	
	The Medium	The Advertising
Television	50%	50%
Newspapers	29	26
Magazines	8	9
Radio	7	5

Source: TvB/R.H. Bruskin, June 1975

TV VOTED MOST BELIEVABLE

	% of Adults Responding						
	1959	1964	1968	1972	1976	1978	1980
Television	29%	41%	44%	48%	51%	47%	51%
Newspapers	32	23	21	21	22	23	22
Radio	12	8	8	8	7	9	8
Magazines	10	10	11	10	9	9	9
Don't know	17	18	16	13	11	12	10

Source: TIO/Roper

TV VOTED SOURCE OF MOST NEWS

	% of Adults Responding						
	1959	1964	1968	1972	1976	1978	1980
Television	51%	58%	59%	64%	64%	67%	64%
Newspapers	57	56	49	50	49	49	44
Radio	34	26	25	21	19	20	18
Magazines	8	8	7	6	7	5	5

Source: TIO/Roper

LENGTH OF ANNOUNCEMENTS— THE 30 SECOND DOMINATES

	Non-Network			
Announcement Length	1965	1970	1975	1980
10 seconds	15%	11%	8%	8%
20 seconds	13	3	—	—
30 seconds	1	54	83	87
60's piggybacked	7	9	1	—
60 sec. or more	64	23	8	5
	100%	100%	100%	100%

	Network			
Announcement Length	1965	1970	1975	1980
10 seconds	—%	—%	—%	1%
20 seconds	—	—	—	—
30 seconds	—	32	83	87
60's piggybacked	25	45	12	10
60 sec. or more	75	23	5	2
	100%	100%	100%	100%

Source: BAR, Nov. of each year

BEST AVAILABLE COPY

TOP 40 LOCAL TELEVISION CATEGORIES: 1980

Amusements & Entertainment
Appliance Stores
Auto Dealers
Auto Repair & Service Stations
Auto Supply Stores

Banks, Savings & Loan Ass'ns
Builders & Real Estate Agents
Carpet & Floor Covering Stores
Clothing Stores
Dairy Stores

Department Stores
Discount Department Stores
Drug Stores
Exterminators
Food Stores & Supermarkets

Furniture Stores
Gas, Electric & Water Companies
Hardware Stores
Health Clubs & Reducing Salons
Home Improvement Contractors

Hotels & Resorts
Investment Brokers
Jewelry Stores
Leisure Time Act. & Services
Loan & Mortgage Companies

Mail Order Cat. & Showrooms
Medical & Dental Services
Mobile Home & Camper Dealers
Movies
Music Stores

Newspapers
Optical Services & Suppliers
Radio Stations & Cable TV
Rental Services
Restaurants & Drive-Ins

Schools & Colleges
Shoe Stores
Shopping Centers & Ass'ns
Sport, Hobby & Toy Stores
Variety Stores

BEST AVAILABLE COPY

Rank	TV $ in Millions	% Chg. over 1979	Percent of Commercials By Daypart: Day M-F	Early Eve	Night	Late Night	Wkend Day
10	68.0	+18	36	23	9	21	11
13	37.9	0	35	20	9	27	9
7	99.1	−19	20	25	11	34	10
15	28.0	+ 9	12	30	14	31	13
33	12.3	− 5	15	26	12	34	13
3	140.9	+ 1	20	31	21	22	6
18	25.9	−44	33	23	10	25	9
19	24.2	0	47	16	6	24	7
11	46.0	+16	36	23	9	25	7
39	6.3	−10	37	22	6	21	14
4	131.2	+11	40	28	10	19	3
8	73.5	+ 7	42	29	10	15	4
17	26.3	+17	41	26	9	19	5
40	5.2	−10	30	28	15	24	3
2	148.7	+11	40	28	15	15	2
5	111.4	+ 8	42	20	8	23	7
26	15.7	+ 6	21	31	19	24	5
22	19.0	+43	23	34	10	26	7
21	20.5	+ 8	73	13	3	8	3
14	35.0	+21	39	22	8	23	8
24	18.0	+10	33	22	11	25	9
37	6.9	+60	36	21	13	23	7
23	18.6	+ 9	35	22	10	27	6
12	42.2	+14	31	26	11	21	11
34	11.6	− 3	37	16	10	29	8
32	12.5	+ 6	40	24	9	21	6
30	13.4	+24	77	7	4	8	4
36	6.9	−17	31	22	9	25	13
6	102.4	+ 9	15	28	13	37	7
38	6.7	−11	33	19	8	30	10
28	15.4	+18	26	30	17	21	6
29	14.0	+46	47	23	7	19	4
9	69.3	+30	31	26	13	22	8
27	15.5	+45	61	14	3	12	10
1	287.9	+ 9	21	33	16	20	10
25	17.3	+11	66	12	3	13	6
16	27.3	+41	35	29	9	21	6
31	12.5	+ 9	52	21	7	15	5
20	23.3	+11	33	24	9	23	11
35	7.0	+21	51	27	10	11	1

Note: The local dollars were adjusted by BAR to approximate the level of FCC dollars in the 75 BAR markets and are not comparable to previous years.

BEST AVAILABLE COPY

TOP 40 LOCAL TELEVISION CATEGORIES, 1980

	Percent of Commercials By Length		
	10	30	60
Amusements & Entertainment	18	79	2
Appliance Stores	9	89	2
Auto Dealers	12	83	4
Auto Repair & Service Stations	18	82	—
Auto Supply Stores	10	90	—
Banks, Savings & Loan Ass'ns	9	88	3
Builders & Real Estate Agents	14	80	5
Carpet & Floor Covering Stores	9	85	6
Clothing Stores	18	81	1
Dairy Stores	22	78	—
Department Stores	15	85	—
Discount Department Stores	5	94	1
Drug Stores	3	95	2
Exterminators	14	86	—
Food Stores & Supermarkets	11	87	2
Furniture Stores	14	85	1
Gas, Electric & Water Companies	4	82	14
Hardware Stores	2	97	1
Health Clubs & Reducing Salons	10	76	14
Home Improvement Contractors	10	86	4
Hotels & Resorts	7	84	8
Investment Brokers	3	82	10*
Jewelry Stores	18	81	1
Leisure Time Act. & Services	17	81	2
Loan & Mortgage Companies	4	95	1
Mail Order Cat. & Showrooms	9	83	3*
Medical & Dental Services	4	87	9
Mobile Home & Camper Dealers	3	93	4
Movies	5	94	1
Music Stores	15	81	3
Newspapers	13	80	7
Optical Services & Suppliers	10	89	1
Radio Stations & Cable TV	21	77	2
Rental Services	2	97	1
Restaurants & Drive-Ins	7	92	1
Schools & Colleges	11	82	6
Shoe Stores	17	83	—
Shopping Centers & Ass'ns	33	66	1
Sport, Hobby & Toy Stores	15	83	2
Variety Stores	1	99	—

*Also 5% in 120-sec. commercials

BEST AVAILABLE COPY

Percent of Commercials By Month

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
8.8	10.9	9.3	8.6	7.1	8.5	10.0	8.6	8.4	8.1	6.7	5.0
7.0	7.9	7.6	7.1	8.0	7.3	8.1	8.4	8.3	7.8	9.9	12.6
8.3	9.9	10.4	8.9	7.6	7.9	8.0	8.6	8.4	7.7	8.5	5.8
6.8	8.7	9.2	9.0	7.9	11.0	9.0	9.3	9.4	7.6	6.9	5.2
5.3	7.1	7.8	9.1	9.7	7.4	9.3	8.6	7.7	9.2	10.8	8.0
9.3	9.3	9.2	8.4	7.8	8.2	7.4	5.6	8.0	8.8	9.3	8.7
8.1	10.5	10.6	8.3	8.6	9.2	8.6	9.5	9.3	7.3	6.3	3.7
7.5	9.2	10.0	8.6	8.6	7.4	8.1	6.7	8.4	9.3	9.8	6.4
6.3	5.3	7.5	6.4	6.6	6.9	5.2	10.4	7.6	8.7	10.3	18.8
6.6	10.8	9.7	8.0	8.3	10.5	7.7	7.7	8.5	5.0	6.0	11.2
6.1	6.0	8.7	6.5	7.3	7.7	4.7	9.0	7.5	7.2	10.9	18.4
4.3	4.2	6.5	6.4	10.8	7.3	5.6	13.9	5.1	7.0	10.6	18.3
6.5	8.8	7.2	6.9	7.3	6.2	5.8	6.7	6.1	7.5	9.5	21.5
1.0	3.1	10.6	16.2	17.0	12.2	13.3	8.5	10.3	5.4	1.7	0.7
7.4	7.3	8.0	8.3	8.6	8.7	7.9	7.9	8.8	8.6	9.0	9.5
8.7	9.2	8.6	8.1	8.1	7.8	8.1	9.5	8.1	8.1	8.3	7.4
5.4	7.3	7.1	6.0	8.4	8.7	10.3	10.9	13.1	7.3	10.2	5.3
5.3	5.4	5.8	11.2	12.0	8.2	5.0	7.0	8.5	9.4	9.5	12.7
8.4	9.5	9.4	9.3	10.6	8.5	7.4	6.7	9.1	8.2	7.5	5.4
6.0	7.2	9.4	9.9	11.2	9.5	8.5	7.2	9.0	9.0	7.9	5.2
6.1	7.3	6.5	7.5	9.7	16.2	14.1	8.3	6.6	5.2	7.0	5.5
8.4	10.2	9.4	7.8	7.4	6.0	5.8	6.0	10.0	11.0	11.7	6.3
3.1	4.4	5.2	5.5	9.1	6.1	4.1	5.0	6.1	7.1	15.1	29.2
4.4	5.8	6.7	7.3	10.4	16.8	19.7	14.6	5.5	4.1	2.5	2.2
9.1	10.9	7.5	4.5	5.1	6.9	7.3	8.2	11.2	11.2	11.1	7.0
3.7	2.2	2.0	2.4	6.9	3.7	3.8	3.1	10.3	8.0	19.8	34.1
6.9	7.7	8.0	7.5	7.7	8.5	9.2	9.4	9.7	9.3	8.8	7.3
9.4	9.6	9.2	8.9	10.2	9.7	7.3	7.9	9.2	6.2	7.7	4.7
7.0	9.4	8.7	7.2	8.4	7.9	11.3	11.9	7.1	7.8	7.8	5.5
6.7	6.6	6.5	5.8	5.2	4.9	4.3	7.3	8.3	9.4	11.6	23.4
9.7	8.2	11.7	7.4	6.8	4.1	6.4	5.0	10.8	12.8	10.4	6.7
7.2	8.9	11.5	9.9	10.5	10.2	8.4	9.7	8.1	5.8	5.9	3.9
6.7	5.7	7.1	19.6	8.9	3.5	4.6	3.7	5.5	14.5	15.2	5.0
7.0	8.0	8.1	8.0	8.3	8.8	8.4	8.5	8.7	8.6	8.6	9.0
5.6	6.7	8.6	8.6	8.5	9.6	9.2	9.6	8.5	8.3	8.5	8.3
8.3	8.1	8.1	7.1	7.5	8.1	8.3	11.2	10.5	7.6	8.0	7.2
1.9	2.6	16.0	9.7	9.2	3.2	3.2	18.7	6.9	8.1	10.5	10.0
4.2	4.2	7.2	6.3	4.3	4.2	6.8	9.3	7.9	6.7	9.3	29.6
5.3	4.9	4.4	5.4	6.0	5.7	5.9	6.6	5.9	6.4	16.7	26.8
5.3	4.8	7.0	9.1	8.3	7.7	4.7	9.5	8.8	9.8	11.9	13.1

When a number is in color it shows this month is the category's highest TV month.

TOP 100 TELEVISION ADVERTISERS · 1980 Add (000)

	SPOT TV	NETWORK TV	TOTAL TV
1. Procter & Gamble	$125,243.5	$361,066.7	$486,310.2
2. General Foods	76,918.0	201,488.4	278,406.4
3. American Home Prod.	33,369.6	123,911.9	157,281.5
4. Ford	28,146.5	125,701.5	153,848.0
5. PepsiCo	55,640.5	88,822.1	144,462.6
6. General Motors	16,881.6	123,498.9	140,380.5
7. General Mills	61,104.3	75,751.0	136,855.3
8. Bristol Myers	18,807.8	106,061.1	124,868.9
9. McDonalds	66,624.8	53,588.3	120,213.1
10. Philip Morris	21,579.3	97,392.2	118,971.5
11. Lever Brothers	34,768.2	74,111.8	108,880.0
12. A.T.&T.	48,314.2	57,388.1	105,702.3
13. Coca Cola	44,055.3	57,897.3	101,952.6
14. Sears, Roebuck	14,651.7	86,951.5	101,603.2
15. Johnson & Johnson	4,769.2	90,471.5	95,240.7
16. Ralston Purina	18,616.2	73,386.2	92,002.4
17. Anheuser-Busch	21[illegible].1	65,423.5	86,955.6
18. Warner-Lambert	21,3[illegible].1	63,167.1	84,490.2
19. Pillsbury	30,163.6	53,254.9	83,418.5
20. Dart & Kraft	30,422.6	48,200.3	78,622.9
21. Kellogg	17,098.4	59,803.2	76,901.6
22. Chrysler	10,405.2	65,289.9	75,695.1
23. Gillette	11,792.9	59,509.7	71,302.6
24. Mars	27,345.8	36,689.2	64,035.0
25. Consolidated Foods	20,032.9	43,293 3	63,326.2
26. Sterling Drug	4,887.6	56,790.4	61,678.0
27. Richardson-Merrell	11,740.1	49,885.2	61,625.3
28. Colgate Palmolive	21,437.3	40,096.9	61,534.2
29. Nesfood	22,822.9	35,993.9	58,816.8
30. Quaker Oats	10,551.7	46,653.6	57,205.3
31. Chesebrough Ponds	6,095.8	49,038.3	55,134.1
32. Toyota	30,364.4	22,945.3	53,309.7
33. Nabisco	11,763.6	39,151.4	50,915.0
34. Esmark	8,064.0	41,854.8	49,918.8
35. Beecham Group	5,293.6	43,523.8	48,817.4
36. Clorox	3,995.1	44,490.5	48,485.6
37. Heublein	17,188.8	30,293.0	47,481.8
38. Revlon	21,684.2	25,305.6	46,989.8
39. William Wrigley	11,998.5	34,127.6	46,126.1
40. I.T.&T.	26,903.4	18,270.1	45,173.5
41. Norton Simon	18,280.7	26,734.0	45,014.7
42. General Electric	7,633.7	32,986.8	40,620.5
43. Warner Commun.	9,101.2	31,431.6	40,532.8
44. Schering-Plough	5,117.9	35,242.7	40,360.6
45. Jos. Schlitz	15,503.5	24,802.2	40,305.7
46. Bayer	4,630.4	35,073.6	39,704.0
47. Mobil	30,814.8	8,666.4	39,481.2
48. H. J. Heinz	14,397.5	24,740.1	39,137.6
49. Morton-Norwich	7,038.5	31,190.2	38,228.7
50. Eastman Kodak	3,305.2	34,694.2	37,999.4

NOTES: (1) The Spot TV dollars have been adjusted by BAR to approximate the level of FCC dollars in the 75 markets and are not comparable to previous years. (2) Investments classified as "Retail/Local" by BAR (i.e. General Foods' investments for Burger Chef, investments by Sears, Roebuck & Co., McDonalds Corp., etc.) are included in the above tabulation.

	SPOT TV	NETWORK TV	TOTAL TV
51. Time	$27,459.8	$ 8,791.6	$36,251.4
52. Union Carbide	3,924.7	31,752.8	35,677.5
53. Gulf & Western	12,499.1	22,681.4	35,180.5
54. Greyhound	8,656.0	24,155.1	32,811.1
55. J.C. Penney	13,845.3	18,579.1	32,424.4
56. American Cyanamid	12,902.4	19,293.9	32,196.3
57. Nissan Motors	13,848.0	18,150.0	31,998.0
58. Columbia Pictures	4,685.2	27,121.0	31,806.2
59. American Motors	13,908.0	17,733.9	31,641.9
60. Volkswagenwerk	11,673.6	19,434.7	31,108.3
61. Noxell	2,619.4	28,092.7	30,712.1
62. Polaroid	874.9	29,812.5	30,687.4
63. CPC International	10,971.3	19,211.8	30,183.1
64. Mattel	15,051.5	14,556.6	29,608.1
65. Hershey Foods	8,268.1	21,328.6	29,596.7
66. American Express	10,677.9	18,725.3	29,403.2
67. Squibb	3,642.8	25,439.7	29,082.5
68. A.H. Robins	28,923.2	38.9	28,962.1
69. Kimberly Clark	9,324.7	18,107.0	27,431.7
70. Milton Bradley	16,074.8	10,245.3	26,320.1
71. S.C. Johnson	2,964.0	23,330.9	26,294.9
72. RCA	5,953.0	19,873.8	25,826.8
73. Campbell Soup	9,367.5	16,403.0	25,770.5
74. Pfizer	1,289.1	24,301.7	25,590.8
75. M C A	9,596.3	15,976.8	25,573.1
76. Carnation	2,642.1	22,817.6	25,459.7
77. SmithKline	2,607.8	22,529.1	25,136.9
78. Trans World	10,425.2	14,225.1	24,650.3
79. Thompson Medical	2,599.0	22,047.9	24,646.9
80. Borden	6,914.2	17,589.0	24,503.2
81. Jeffrey Martin	10,133.7	14,187.5	24,321.2
82. K mart	17,855.7	5,060.1	22,915.8
83. Toyo Kogyo	2,418.0	20,335.1	22,753.1
84. Royal Crown Cola	16,595.8	5,663.4	22,259.2
85. Ciba-Geigy	3,479.4	17,840.0	21,319.4
86. E. & J. Gallo	1,573.8	18,970.2	20,544.0
87. Alberto-Culver	7,245.4	13,109.2	20,354.6
88. 20th Century-Fox	5,946.5	13,950.2	19,896.7
89. Strauss Levi	4,844.9	14,962.4	19,807.3
90. UAL	11,186.6	8,491.0	19,677.6
91. Wendy's	10,301.9	9,036.4	19,338.3
92. Adolph Coors	15,927.0	3,259.3	19,186.3
93. Transamerica	6,425.1	12,388.8	18,813.9
94. R. J. Reynolds	7,481.4	11,025.5	18,506.9
95. Beatrice Foods	13,128.8	5,346.1	18,474.9
96. North Amer. Philips	4,639.4	13,270.0	17,909.4
97. E. I. Du Pont	2,112.3	15,728.8	17,841.1
98. Exxon	7,677.9	9,891.2	17,569.1
99. Dow Chemical	4,149.7	13,202.5	17,352.2
100. Standard Brands	11,364.5	5,942.1	17,306.6
Total	$1,638,898.4	$3,980,108.4	$5,619,006.8

SOURCE: Broadcast Advertisers Reports (BAR) as released by the Television Bureau of Advertising.

Television Bureau of Advertising
485 Lexington Avenue
New York, New York 10017
212 661-8440

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